

ECOMM CORPORATE RECRUITMENT SOLUTIONS

BUILDING A US-FOCUSED RECRUITMENT & DIGITAL SOLUTIONS BUSINESS FROM KOLKATA

International reach. Technology-enabled delivery. Experienced operating leadership.

THE PROPOSITION

A Kolkata-based delivery centre serving US recruitment firms, staffing businesses and corporate customers through recruitment services, business-process support, automation and digital solutions.

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1. The Vision & US Market Opportunity

ECOMM proposes to establish a professional, technology-enabled business serving the United States market from Kolkata. The model combines international client development with offshore delivery capabilities in recruitment, recruitment operations, workflow automation, analytics and digital services.

A large and evolving market

~US$180.2B	US$9.6–14.4B	50–70%
US staffing industry estimate cited in the blueprint	Global RPO/offshore staffing estimate cited in the blueprint	Potential operating-cost reduction cited for suitable offshore models

Why US businesses may look offshore

- **Domestic cost pressure:** staffing firms and talent-acquisition teams face significant employee and operating expenses that can pressure margins.
- **Flexible capacity:** hiring demand fluctuates. Dedicated offshore recruiter teams and modular support can help clients adjust capacity without building every function domestically.
- **India's delivery advantage:** English-speaking professionals, established outsourcing capability and technology-enabled delivery offer a potential cost-efficient operating base.
- **Beyond recruitment:** demand can extend to recruitment administration, reporting, automation, data analysis, employer branding and digital support.

Initial target market

The blueprint prioritises boutique US staffing firms with approximately 5–25 recruiters, mid-sized staffing agencies and corporate talent-acquisition teams. Initial prospecting can focus on staffing agency owners and talent-acquisition leaders through LinkedIn-based research, professional networks and targeted business outreach.

Market figures are estimates cited in the supplied strategic blueprint; market definitions and forecasts vary by source. Cost savings are potential outcomes, not guarantees.

2. Why Kolkata — Why This Operating Model



Kolkata is proposed as the delivery base because it offers access to a professional workforce, commercial office infrastructure and digital connectivity at a potentially competitive cost. The blueprint identifies Salt Lake Sector V and New Town as candidate locations for a 1,000–1,500 sq. ft. initial facility.

A bilateral delivery framework

US-facing commercial presence	Kolkata delivery centre
Professional website and client communication US business telephony and time-zone coordination Client agreements and commercial relationships Prospecting and account development	Recruiter teams and back-office staff Secure cloud tools and ATS/CRM workflows Automation, reporting and quality control Managed day-to-day service delivery

The proposed technology environment

- Cloud-based business telephony with US numbers and connectivity suited to client time zones.
- Recruiter familiarity with common ATS/CRM platforms such as Bullhorn, Loxo, Greenhouse and Lever, subject to client systems and onboarding.
- Secure access controls and virtual/cloud environments designed to protect client data; security and privacy requirements to be confirmed with each client.
- Redundant internet connectivity, UPS/power backup, structured networking and appropriate business software.

3. Four Integrated Service Pillars

The venture is designed to avoid dependence on one service line. Recruitment, operational support, automation and digital services can complement one another and open multiple ways to serve clients.



US TALENT ACQUISITION & SOURCING

Candidate sourcing, talent research, screening support, dedicated recruiter pods, candidate pipeline management and recruitment coordination.



RECRUITMENT BACK-OFFICE

ATS administration, VMS submissions, documentation, credentialing coordination, timesheet and billing support, reporting and workflow standardisation.



AI, AUTOMATION & ANALYTICS

Custom applications, workflow automation, ATS/CRM integrations, AI agents for suitable tasks, data processing, dashboards and KPI reporting.



DIGITAL SERVICES & EMPLOYER BRANDING

Dynamic websites, social media management, employer branding, recruitment marketing, graphics, presentations, content and digital collateral.

The objective is to become a coordinated offshore business partner—not simply another candidate-sourcing vendor.

4. ECOMM: The Brain Behind the Business

An office is the body of the car. Employees are its engine. Data, professional networks and technology are the fuel. But without the brain to direct everything, the car has no destination.

ECOMM's proposed role is to coordinate the essential elements of the venture and translate the concept into a functioning operation.

- **Business and infrastructure planning:** define office requirements, workstations, hardware, connectivity and the operating setup.
- **Team development:** identify and recruit the initial workforce, define roles and establish the delivery structure.
- **Technology implementation:** build dynamic websites, business applications, AI-enabled tools, cloud workflows and automation suited to the business.
- **Recruitment operations:** establish sourcing, candidate research, administrative workflows, reporting and quality-control processes.
- **Client acquisition:** develop the prospecting system, digital collateral, outreach approach and client-development activity.
- **Operational integration:** connect people, tools, processes and performance monitoring into one coordinated business model.

The leadership proposition

The operating partner brings recruitment-domain experience dating back to 2005, alongside a practical focus on technology, automation and business execution. The proposed partnership combines this operating capability with the partner's infrastructure and capital contribution.

The model is designed around execution and learning: establish the foundation, test client demand, improve delivery, then expand in line with actual business traction.

5. Infrastructure & Launch Roadmap



Initial delivery centre

- Approximately 1,000–1,500 sq. ft. professional office, with room to grow.
- Initial core team of approximately five people, with a potential progression to 10–20 professionals as business demand develops.
- Computers and workstations, reliable power backup, primary and backup internet, network security and essential software.
- US-facing business presence, professional website, business communications and cloud-based delivery systems.

Indicative launch sequence

Months 1–3	Foundation	Plan and establish office infrastructure; set up core systems and digital presence; recruit the initial team; prepare prospecting and service-delivery workflows.
Months 4–8	Market entry	Begin targeted US outreach; pursue initial client engagements; standardise delivery and reporting; develop automation and expand the team in response to demand.
Months 9–15	Scale	Build recurring client relationships; work toward 18–22 active billable professionals; strengthen quality control and team leadership; expand delivery capacity as justified.

The original blueprint estimates an initial capital requirement of ■50–75 lakh for office fit-out, IT hardware, network and cloud systems, US communications and entity setup, client acquisition infrastructure and working capital. Actual requirements will depend on final specifications and quotations.

6. Growth Ambition & Business Development

The blueprint sets out a staged growth ambition, moving from initial setup to a multi-service operation with a growing number of active client-billed professionals.

INITIAL 15-MONTH HORIZON	YEARS 2–3	YEARS 3–5
US$500,000	**55–75**	**US$5 million**
Cumulative gross revenue target	Potential active billable professionals	Annual revenue ambition

The blueprint further envisages scaling toward approximately 140–160 active billable professionals in a mature operation, supported by expanded facility utilisation or additional delivery capacity.

Client acquisition approach

- Focus initial outreach on boutique staffing firms with approximately 5–25 recruiters, as well as mid-sized agencies and corporate talent teams.
- Use LinkedIn Sales Navigator, targeted email and professional networks to identify decision-makers and develop qualified conversations.
- Offer flexible, modular service arrangements where appropriate, then aim to build longer-term relationships through consistent delivery.
- Prioritise suitable specialist areas such as healthcare staffing support, technical recruitment and enterprise/cloud engineering sourcing, subject to market validation.
- Use weekly pipeline reviews, candidate-quality checks, delivery metrics and structured client communication to support account performance.

Targets are strategic objectives, not guaranteed outcomes. Actual performance will depend on client acquisition, client retention, hiring demand, delivery quality, working capital and the pace of team expansion.

7. The Strategic Partnership

We are seeking a forward-looking partner who recognises the value of combining infrastructure and capital with experienced operating leadership and technology-enabled execution.

INFRASTRUCTURE & CAPITAL PARTNER	ECOMM OPERATING PARTNER
• Provide agreed seed capital and office infrastructure • Arrange office space, hardware and workstations • Participate in strategic oversight and governance • Support a sustainable foundation for expansion	• Bring recruitment-domain experience since 2005 • Plan the operating model and initial setup • Recruit and organise the delivery team • Develop websites, applications and automation • Establish service workflows and support client acquisition

The objective is to build more than an office. It is to establish an integrated international services business where infrastructure creates capacity, people deliver the work, technology multiplies capability and experienced leadership directs the operation.

LET'S BUILD THE PLATFORM

A Kolkata-based delivery hub. A US-focused market. A scalable international business.

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This brochure presents a strategic concept and indicative targets for discussion. Final operating structure, investment plan, compliance requirements and forecasts should be validated with the selected partner and qualified professional advisers.